

2016 FAQs

UTAH OFFICE OF TOURISM



How much did visitors spend?

\$8.4 billion



How much was generated in taxes?

\$1.23 billion

(\$665 million state + \$561 million local)



How many jobs generated?

144k

(85k directly in the travel industry)



How much tax relief per household?

\$1,212

(based on 1.01 million households)



How many out-of-state visitors were Very or Extremely Satisfied with their UT visit?

88%



How many skier days in the 2016-17 season?

4.6 million



Which countries spent most?

1. Canada (\$173M)
2. China (\$139M)
3. France (\$47M)
4. Germany (\$45M)
5. U.K. (\$44M)
6. Australia (\$31M)



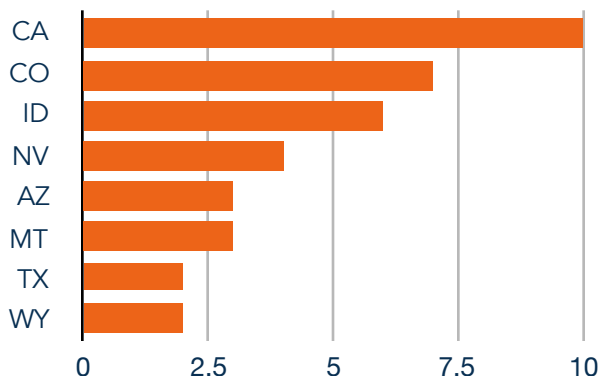
How many visits to The Mighty 5® National Parks?

10.1 million

1,585,718	to Arches
2,365,110	to Bryce Canyon
776,218	to Canyonlands
1,064,904	to Capitol Reef
4,295,127	to Zion

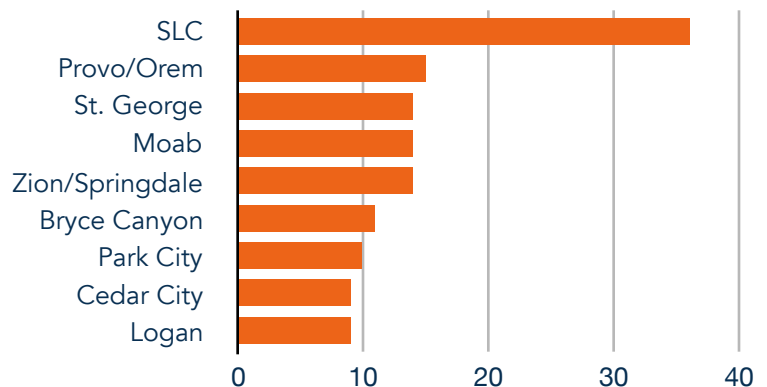
Where were most out-of-state visitors from?

% of all Domestic Visitors



Where in Utah did they visit?

% of all UT Destinations



Looking for more? Visit travel.utah.gov or contact rachelstone@utah.gov.

Sources: TNS, Kem C. Gardner Policy Institute, NPS, Ski Utah, Tourism Economics, U.S. Travel Association